

MOTIVATIONAL STORIES THAT WILL CHANGE YOUR LIFE

FROM THE LIFE OF THE GREAT

STEVE JOBS

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**STAY HUNGRY! STAY
FOOLISH!!**

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DEDICATION

I dedicate this work to myself and every entrepreneur out there trying make things happen.

This is a book based on the life of Steve Jobs, one of the world's great entrepreneurs. It contains many lessons and also serves as a motivation to every entrepreneur out there. I personally have read this over and over and I never get tired of reading it. And anytime I read it, I find something new.

I'm also a young entrepreneur, speaker, writer and an author. With this book, I find many guides to life.

This book was transcribed by me. It was a speech he gave at a gathering that I saw it beneficial to put it down. So that generations to come will also benefit.

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1

CONNECTING THE DOTS

FIRST STORY

My first story is about connecting the dots.

I dropped out of Reed College after the first 6 months but then stayed around as a drop-in for another 18 months or so before I really quit. So why did I drop out?

It started before I was born. My biological mother was a young unwed graduate student and she decided to put me up for adoption. She felt very strongly that I should be adopted by college graduates. So everything was set for me to be adopted at birth by a lawyer and his wife. Except that when I popped out they decided at the last minute that they really wanted a girl. So my parents, who were on a waiting list got a call in the middle of the night asking "we've got an unexpected baby boy, do you want him?" They said, "of course." My biological mother found out later that my mother had never graduated from high school. She refused to sign the final adoption papers. She only relented a few months later when my parents promised that I would go to college. This was the start of my life.

And 17 years later, I did go to college. But I naively chose a college that was almost as expensive as Stanford and all my working-class parents savings were being spent on my college tuition. After 6 months, I couldn't see the value in it. I had no idea what I wanted to do with my life and no idea how college was going to help me figure it out. And here I was spending all of the money my parents has saved their entire life. So I decided to drop out and trust that it will all work out OK. It was pretty scary at the time

but looking back, it was one of the best decisions I ever made.

The minute I dropped out, I could stop taking the required classes that didn't interest me and begin dropping in on the ones that looked far more interesting. It wasn't all romantic. I didn't have a dorm room, so I slept on the floor in friend's rooms. I returned coke bottles for the \$0.05 deposits to buy food with and I would walk the 7 miles across town every Sunday night to get one good meal a week at the Hare Krishna temple. I loved it. And much of what I stumbled into by following my curiosity and intuition turned out to be priceless later on.

Let me give you one example. Reed College at that time offered perhaps the best calligraphy instruction in the country. Throughout the campus, every poster, every label on every drawer was beautifully hand calligraphy.

Because I had dropped out and didn't have to take the normal classes, I decided to take a calligraphy class to learn how to do this. I learned about serif and san serif typefaces, about varying the amount of space between different letter combinations, about what makes great typography great. It was beautiful, historical, and artistically subtle in a way that science can't capture and I found it fascinating. None of this had even a hope of any practical application in my life. But 10 years later when we were designing the Macintosh computer it all came back to me and we designed it all into the mac. It was the first computer with beautiful typography. If I had never dropped

in on that single course in college, the mac would have never had multiple typefaces or proportionally space fonts. And since windows just copied the mac, it's likely that no personal computer would have them. If I had never dropped out, I would have never dropped in on this calligraphy class and personal computers might not have the wonderful typography they do. Of course, it was impossible to connect the dots looking forward when I was in college. But it was very, very clear looking backwards 10 years later. Again *you can't connect the dots looking forward, you can only connect them looking backwards.*

So you have to trust that the dots will somehow connect in your future. You have to trust in something – your gut, destiny, life, karma, whatever. Because believing that the dots will connect down the road will give you the confidence to follow your heart even when it leads you off the well-worn path and that will make all the difference.

2

LOVE AND LOSS

SECOND STORY

My second story is about love and loss.

I was lucky I found what I love to do early in life. Woz and I started Apple in my parent's garage when I was 20. We worked hard and in 10 years Apple had grown from just the two of us in the garage into a \$2 billion company with over 400 employees. We had just released our first creation, the Macintosh a year earlier and I just turned 30. And then I got fired.

How can you get fired from a company you started? Well, as Apple grew, we hired someone who I thought was very talented to run the company with me and for the first year or so things went well. But then our visions of the future began to diverge and eventually we had a falling out. When we did, our board of Directors sided with him. So at 30, I was out. And very publicly out.

What had been the focus of my entire adult life was gone, and it was devastating. I really didn't know what to do for a few months. I felt that I had let the previous generation of entrepreneurs down – that I had dropped the baton as it was being passed to me. I met with David Packard and Bob Noyce and tried to apologize for screwing up so badly. I was a very public failure and I even thought about running away from the valley. But something slowly began to dawn on me, I still loved what I did.

I still loved what I did. The turn of events at Apple had not changed that one bit. I had been rejected but I was still in love. And so I decided to start over. I didn't see it then, but it turned out that getting fired from Apple was the best thing that could have ever happened to me. The

heaviness of being successful was replaced by the lightness of being a beginner again, less sure about everything. It freed me to enter one of the most creative periods in my life. During the next 5 years, I started a company named NeXT, another company named Pixar and fell in love with an amazing woman who would become my wife. Pixar went on to create the world's first computer animated feature film, Toy Story. And is now the most successful animation studio in the world.

In a remarkable turn of events, Apple bought NeXT, I returned to Apple and the technology we developed at NeXT is at the heart of Apple's current renaissance. And Lauren and I have a wonderful family together. I'm pretty sure none of this would have happened if I hadn't been fired from Apple. It was awful tasting medicine but I guess the patient needed it.

Sometimes life is going to hit you in the head with a brick. Don't lose faith.

I'm convinced that the only thing that kept me going was that I loved what I did. You've got to find what you love. And that's as true for work as it is for your lovers. Your work is going to fill a large part of your life and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. And don't settle. As with all matters of the heart, you'll know when you find it. And like any great relationship, it just gets

better and better as the years roll on. So keep looking.
Don't settle.

3

DEATH

THIRD STORY

My third story is about death

When I was seventeen, I read a quote that went something like:

“If you live each day as if it was your last, someday you’ll will be right.”

It made an impression on me. And since then, for the past 33 years, I have looked in the mirror every morning and asked myself, if today were the last day of my life, would I want to do what I am about to do today? And whenever the answer has been ‘NO’ for too many days in a row, I know I need to change something. Remembering that I will be dead soon is the most important tool I’ve ever encountered to help me make the big choices in life.

Because almost everything – all external expectations, all prides, all fear of embarrassment of failure – these things just fall away in the face of death, leaving only what’s truly important.

Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose. You are already naked. There’s no reason not to follow your heart. No one wants to die. Even people who want to go to heaven don’t want to die to get there. And yet death is the destination we all share. No one escaped it. And that is as it should be, because death is likely the single best invention of life. It is life’s change agent. It clears out the old to make way for the new. Right now the new is you, but someday not too long from now, you will gradually become the old and be cleared away. Sorry to

be so dramatic but it is quite true. Your time is limited, so don't waste it living someone else's life.

Don't be trapped by dogma – which is living with the results of other people's thinking. Don't let the noise of others opinions drown out your own inner voice. And most importantly, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.

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